

PROMOTION APPROVAL

Gina,
I revised the RVP
to include highlights
Please replace your
original

Promotion: Cambridge "5 packs free" with carton purchase

Retail Dates: Oct. 31 - Nov. 25, 1994

Brand Manager: Sonya Rush

Brand Project Manager: Gina Fawcett

Program Objective:

The objective of this carton promotion is to generate volume, heighten retail visibility, and increase awareness on Cambridge.

Program Description:

This promotion offers "5 Packs FREE " with a purchase of one carton of Cambridge. A 30 deal carton display, a 60 deal offer utilizing a 200 carton semi-permanent display, as well as a poster, dangler, and header (200 carton semi-permanent display) will be available. The promotion will have five packings: FF KS, FF 100'S, LTS KS, LTS 100'S, and ULT 100'S.

PRECON will assemble the complimentary 5 packs into a half carton that will be shipped to the distributor. At the distributor or rep level, both complimentary and revenue product will be assembled.

A distributor allowance of \$12/12M is available, as well as, a retail placement allowance which is to be used in **Non-Retail Masters accounts only.**

The assembled dimensions for the 30 deal carton floor display are 21 1/2" W X 10" D X 55"H.

Geography:

The promotion is national in scope, but should be skewed towards medium to high developed Cambridge markets.

Trade Class Target:

This promotion is targeted for carton outlets -- Supermarkets and Mass Merchandisers.

Region Allocation:

Region 1
Region 2
Region 3
Region 4
Region 5
Military
Total

CLEARANCE / EXECUTION APPROVAL

Brand VP
M. Suter
V. Murphy
R. Huckfeldt
G. Eastburn

VPRS Region 1
VPRS Region 2
VPRS Region 3
VPRS Region 4
VPRS Region 5
R. Stirten (Military)

cc: B. Reuter
TMDs
Finance

2041343668